

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

AD #101-01 REQ #M-18610 - "BUCK THE SYSTEM-WINDY" - Page 4/C Bleed (8-3/4"x11-1/4") (Not'l Reg. 1990)

Printed in U.S.A.

BUCK THE SYSTEM



Full rich flavor, not full price.

Available in Kings & Kings Lights

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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Kings: 14 mg "tar", 1.1 mg nicotine - Kings Lights:
11 mg "tar", 0.8 mg nicotine av. per cigarette by FTC method.



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